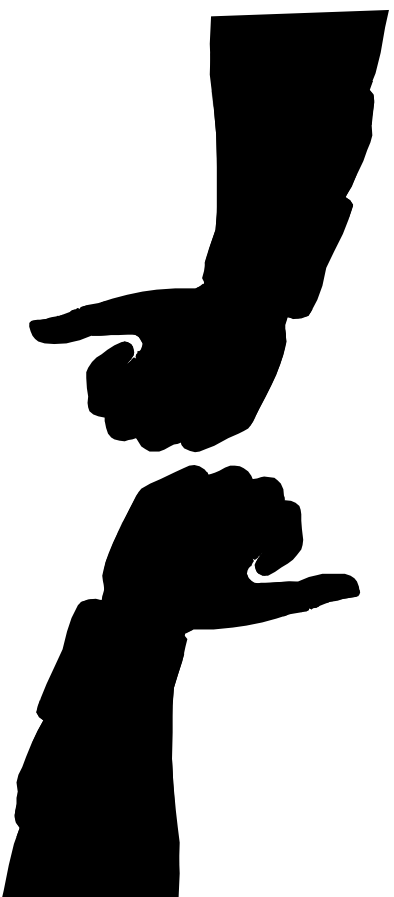

Contract Negotiation Techniques

Nonverbal Negotiating Chapter 7



**Federal Acquisition Institute
General Services Administration**

Nonverbal Negotiating

- Negotiation officially defined as a “Communication process whereby both parties attempt to reach agreement on a matter of common concern”
- 70 - 90 percent of communication neither spoken nor written word
- Good negotiators must be good non-verbal communicators

Importance of Nonverbals

Importance of Nonverbals in Negotiations

- Obtain information from other side**
- Prevent inadvertent disclosures of information**
- Validate verbal messages/detect dishonesty**
- Project positive bargaining position**

Types of Nonverbal Negotiating

- Kinesis (Body language)
 - body movements
 - gestures and posture
 - facial expression
- Oculistics (Eye movements)
- Haptics (Touching behavior)
- Vocalics (Voice sounds)
- Proxemics (Space and distance)

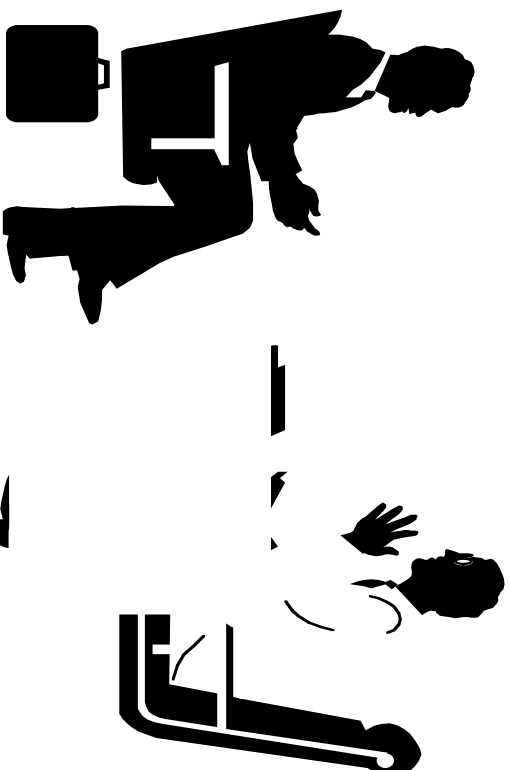
Which Side Is Winning?

Nonverbal Message Delivery

- **Conscious and deliberate nonverbals**
 - sender and receiver are aware of message
- **Subliminal nonverbals**
 - sent to subconscious mind
 - receivers not consciously aware
- **Involuntary nonverbal**
 - unintentional signals
 - more honest than verbal messages
- **Ambiguous meanings**
 - yawn or eye blinking examples
 - cultural differences

Body Language

- Expressions of face, head & body
- 135 distinct gestures
 - 80 face and head gestures
 - 9 distinct ways of smiling
- Sends positive or negative messages



Body Language - Confidence

- Hands in pocket with thumbs out
- Hands on lapel of coat
- Steepled fingers or hands
- Good body posture, such as square shoulders and a straight back
- Hands on hips

Body Language - Interest

- Tilted head toward speaker
- Sitting on edge of chair
- Upper body leaning in sprinters position

Body Language - Evaluation

- Peering out over eyeglasses
- Pipe smoker gesture with chin cupped between thumb and fingers (classic example is 19th century Rodan sculpture "The Thinker")
- Putting hands to bridge of nose
- Stroking chin

Body Language - Eagerness

- Rubbing hands together
- Smiling excessively
- Frequently nodding of the head

Body Language - Deception or Dishonesty

- **Frequent eye blinking**
- **Hand covering mouth while speaking**
- **Looking away while speaking**
- **Quick sideways glances**

Body Language - Defensiveness

- **Arms crossed high on chest**
- **Crossed legs**
- **Pointing index finger**

Body Language - Insecurity

- **Hands completely in pocket**
- **Constant fidgeting**
- **Chewing pencil or biting fingernails**
- **Hand wringing**

Body Language - Frustration

- **Tightness of jaw**
- **Rubbing back of neck**
- **Drawing brows together**

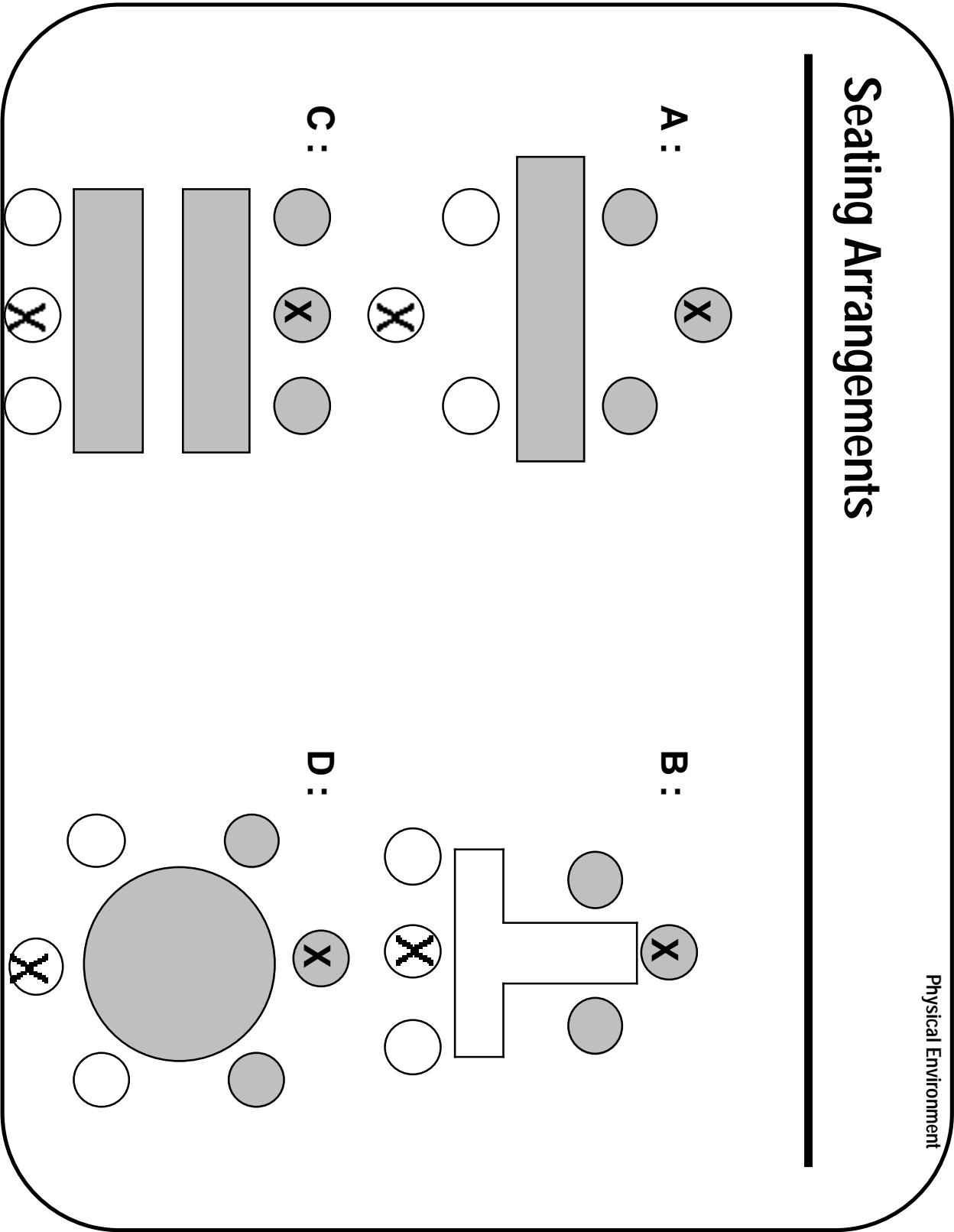
Body Language - Boredom or Indifference

- Eyes not focused at speaker or looking elsewhere
- Head in hand
- Sloppy or informal body posture

Physical Environment - Seating arrangements

- **Bargaining table configuration**
 - Size and shape
 - Distance between negotiators
- **Position of chief negotiator**
- **Make seating arrangements conducive to win/win negotiations**

Seating Arrangements

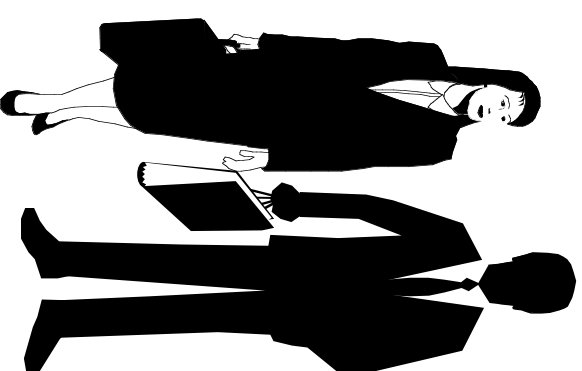


Physical Environment - Facility Signals

- **Impressive offices/prestige location**
- **Associated with other tangible traits, such as quality**
- **How government can offset**
 - Negotiate at better, alternate locations
 - Make area as presentable as possible
 - Don't lose confidence

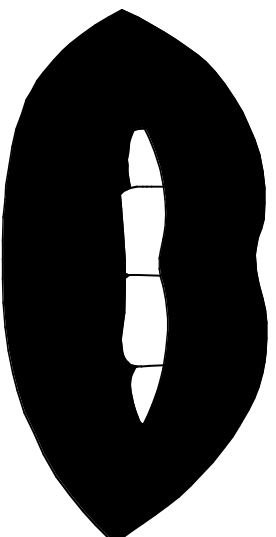
Personal Appearance

- **Dress for success**
 - appear as you would for a new job interview
- **Affects credibility and bargaining position**
- **Perception more important than reality**
- **When you look good, you will feel good and perform better!**



Voice Sounds

- Include inflection, pronunciation , volume, and speed
- Talk in a confident, articulate ,and persuasive manner
- Avoid Harshness/Tentativeness /Mispronunciation
- Listen for how words are spoken



Handshake

- Initial handshake most important
- “Executive Grip” gets best results
- Don’t use loose shake or just grab fingertips
- Reinforce with other positive nonverbals

